

THE ORIGINAL

Moonbeams

BY COLONEL LITTLE
The Smallest Newspaper in the West

VOL. III, NO. 11 Boyes Hot Springs, Calif. Friday, Sept. 20, 1957

By Mail: \$1.29 per year. Pickup, free.

Wild and Woolly Football Fans now ripe IN THE VALLEY OF THE MOON

Well, it hasn't rained yet (a little drizzle?), but you can expect some 'most any day now. And can we use it! But two weeks after the first rain of the season your lawn and shrubs and everything will be getting started, the brown hills will turn to green, and—won't it be glorious?

When a woman makes a long story short, she's probably writing a prepaid telegram. VALLEY WATCH REPAIR, Boyes Springs.

A few cases of flu have been reported, though certainly not in epidemic proportions—yet. Think we almost had it, but our secret remedy stopped it in its tracks. Standard prescription is to go to bed, drink plenty of liquids, and wait it out—three or four days, then about the same time to get back in shape.

TUESDAY NIGHT, LIONS CLUB MEET, Palms Inn. Festival plans, Stateline trip, Halloween party. Should be interesting.

PALMS INN, Verano. Home of the Lions. Swim pool. Finest food. Cocktail room. Come in and meet Carl and Jim.

Distinguished visitor was here this week—Charlie Graham Jr., owner of the Sacramento Solons in the Pacific Coast league. Son of the venerable Charlie Sr., who operated the Seals for so many years, Charlie Jr. has been here time after time—is almost a Valleyite. He inquired about Will Rogers, Dennie Carroll, Jack Homel, Bill Downey, Jim Lyttle and others.

Asked about the prospects ahead for the Pacific Coast league, he was noncommittal. He brought out, however, that no money has yet changed hands, no papers have been signed, and whether the New York Giants come to San Francisco is not yet decided. He also referred to the fact that the Coast league owners will have a nice legal

claim to substantial damages if the majors invade the Coast league territory.

CHEF CARDINI'S RESTAURANT, Glen Ellen. Formerly Town House. Continental cuisine. Finest foods in the Valley. Cocktails.

Another baseball personage died of a heart attack Tuesday in San Francisco. He was Harry Borba, sports editor of the Examiner, and prior to that with other Bay area papers. Borba was a regular visitor to the Springs area when the Seals and Oaks trained here.

JIM'S MEATS, at Boyes Springs Food Center. Delicatessen. First quality meats, cut to your order. Fast, friendly service—always.

Gee, this is a newsy sheet this week! Yes? Lions club is making plans for its annual trek to Stateline, set for early October. A chartered bus will carry some 41 Lions and wives to the Cal-Nev borderline, where much time will be given to nature study, over a Saturday and Sunday.

The Lions will again operate their "game of skill" at the Vintage festival in Sonoma September 28-29.

MISSION CHAPEL MORTUARY, Funeral Directors, Sonoma. James and Jack Bisso. Only home-owned and operated mortuary serving Sonoma Valley families. WE 8-3357.

County workmen this week finished a splendid job of making our local highway pavement shoulders more like they should be. Only regrettable think about it is they stopped at Calle Del Monte instead of going all the way to at least Thompson avenue.

ELECTRONIC DRIVE-IN— TV and Radio—Specializing in Auto Radio. 736 West Napa St., Sonoma. Kraft and Castori. WE 8-4839.

Stein club has scheduled a barbecue (salmon and spareribs) for tonight (Friday) at Our Resort, El Verano, from 6 to 8 o'clock. Sounds good!

LEE STARRETT, Masseur, at Bathhouse, Boyes. Massages, slenderizing. You'll look and feel better. Make it a habit.

Maybe you'd like to live in Florida, Louisiana, Texas or such places. They have tornadoes, heavy rains which create floods, high tides, giant mosquitoes, other horrible insects (large, too), while all we've got to worry about here is earthquakes—and they don't come very often. Let's stay.

PLAZA LIQUORS (next to new bank, Sonoma). Extensive variety, hard and soft drinks. Hors d'ouvres. Snacks. Pizzas. Everything!

Tuesday night the play "Miracle on 34th Street" put on a return engagement. Didn't watch it this time, 'cause we've already seen it three times and have read the book. Is Christmas that near?

SONOMA MILL & LUMBER CO., Hiway 12 at the big curve. Super service for contractors, carpenters, home owners, ranchers.

Ed Sullivan made a boo-boo Sunday night (we think). He referred to some ballplayer guests as "FEN-noms"—accenting the first syllable. We always thought the word was a contraction of "prenom-enal" and if so his pronunciation was 'way off the beam.

FRIBERG DRUG STORE, So. Broadway, Sonoma. Prescription specialists. Time-Ex watches. A super drug store. Soda fountain.

Ren M. Lee of Schellville brought us a mess of blackeye peas, in the immature or "string bean" stage, and were they good! He also brought us a sackful of brown eggs, which are so hard to get. Now there's a neighbor. Wish he lived closer.

MANCUSO WINES, Glen Ellen. Grower-produced. Available at every retail outlet. As good as the best, and better than most.

Mission Inn has some "big" attractions coming for a brief stay—the Chicago Bears on October 21, the Green Bay Packers a little later.

Pacific club, 250 strong, comes in October 4-5-6 and the Four and Eight club, 175 of them, is due October 18. The latter are a group of farm advisors.

RUSTIC INN, Glen Ellen. Main corner. Last of the 11 old-timers. Authentic western atmosphere. Jack London's favorite tavern.

Anyway Lee Starrett, the well known masseur, stays on the job at the Boyes bath house, and he manages to keep very busy all thru the colder months. Lee has a large and growing clientele.

SONOMA MISSION INN, Boyes. Nationally known, noted for its splendid meals, excellent bar, luxurious accommodations.

BATES & EVANS, Funeral Directors. 691 Broadway, Sonoma. Sonoma Valley's Pioneer Funeral Service firm. Serving families of all faiths since 1879. Webster 8-2686.

We got the following item from Al and Fay's Four Corners cafe. down Broadway. It's on the back of their business cards.

At 45 miles per hour, sing—"Highways Are Happy Ways."

At 55 miles, sing—"I'm But a Stranger Here, Heaven Is My Home."

At 65 miles, sing—"Nearer, my God, to Thee!"

At 75 miles, sing—"When the Roll Is Called Up Yonder, I'll Be There."

At 85 miles, sing—"Lord, I'm Coming Home."

FRANK'S HARDWARE, Castner Bldg., Boyes. Gardening equipment. Household appliances. Giftware. Paints. Tools. Glass.

SONOMA GOLF & COUNTRY CLUB, Arnold Drive. You'll like our Clown Room. Bring your guests here, for outstanding prestige.

Our entry for a good name for the Springs area would be Londontown. It wouldn't conflict with any other place name, and it's been mentioned in a number of hit songs of late. Might give it a thought.

ESPOSTI'S LUNCH ROOM, Hiway 12, Fetters. Short orders, and finest hamburgers in town. Beer and wine, both on and off sale. **DENNY'S COG CLUB**, Boyes. Drop in, meet your fellow sportsmen. Compare notes. Everything congenial. Finest drinkables.

El Verano Improvement club heard a number of speakers last week Thursday night—Jim Gordon, Mrs. Gregory Jones, Mel Larson—and saw films of Valley of the Moon fire department in action. Yes, and had a huge turkey dinner plus a little entertainment.

B & L LAUNDROMAT, Fetters. Heavy washings? Bring 'em here—save time, money. Wash, dry, iron. Your neighbors come here! **SONOMA GROVE**, Hiway 12 south of Boyes. Italian food a specialty. But also American—steak, poultry, roasts, seafood. Cocktails.

Often when leaving Sonoma for Boyes we wish there were a cut-off road joining the two cities—say serving the east side of Boyes. With traffic increasing steadily, sometime or other, and not too far away, we'll have to have additional highways along this line.

WALTER GRUNERT AUTO UPHOLSTERY, Fetters Springs. Texaco station. Seat covers, floor mats, truck cushions, interior work. **PAUL'S OLD RANCHERO**, Verano. The Valley's smartest night spot. Cocktails. Dancing. Paul at the organ. Italian meals.

Nothing changes the direction of a man's thinking quicker than running across a few fishing worms while spading up a garden.

EL DORADO HOTEL, Sonoma. Splendid dinners—Italian and American. Bring your guests here for wonderful food and drinks. **BANCROFT NURSERY**, Sonoma. Finest in cut flowers, corsages, hospital remembrances, Weddings and funerals our specialty.

Going to be tough on your Moonbeams editor this winter—on TV. We have no use for nor will look at murders, thugs, detectives, line-ups, dragnets, suspenses and climaxes. Nor Elvis Pelvis. Leaving us what? Situation comedies, a few musicals, and the quiz shows, of which we're growing a bit weary. Anyway Desi and Lucy were on last Saturday; maybe they're reruns, but better than some of the other lighter stuff.

MAC DONALD'S JEWELRY, Sonoma. Expert watch-clock repair service. Watches, Rings, Bands, Jewelry, Shavers. The best, always.

LEE'S CHUCK WAGON, formerly Fireside, Sonoma highway. The food is excellent, atmosphere decidedly western. Finest of drinks.

Our spies tell us there's a good chance the recreation and soil conservation commissions may yet get going on a dam across Sonoma

river up Adobe Canyon. This would hold back a lot of water now running unused and unconserved into the bay—and if they'd make it a half dozen such dams, the Valley water problem would be on its way toward being solved. More power to 'em.

MIKE & ROSE'S BOYES SPRINGS STORE. Finest meats in the whole valley, with real bargains last three days each week.

MENDEL'S CAFE, Boyes Plaza. Splendid menu, including Spanish delicacies. Bring your out-of-town guests here. Cocktail bar.

The Under Cover Shop, operated by Ruth Hendricks, makes its bow to the public today (Friday) at the south end of Rustic Tavern in Glen Ellen. The shop is having open house from 7 to 8 p.m., with a style show at 10 p.m.

Complete lines of under things, nurses' wearing apparel and many special items will be shown. You're invited to the opening, and every day thereafter.

BUD'S GARAGE, corner Railroad & Cherry Sts. Guaranteed finest workmanship. Chevron Service Station. Phone WE 8-3971.

FREE! Sat. Matinee, Sebastiani theater, 2 p.m. Tickets good for child, junior, adult. **PIZZA. Steam Beer! 4 CORNERS CAFE.**

The Morgantinis up at Sonoma Grove report continued high patronage—and no wonder. For they serve excellent meals, superb drinks, have a cozy dance floor, and the atmosphere is quiet and restful. For that special dinner, you might well take your guests to the Grove.

R. A. "BOB" MILLER — "Yours for Life"

Insurance Exclusively

Next to Telephone Co., Sonoma

RICHFIELD SERVICE, Boyes Springs. Main corner. Bud Delaney, Proprietor. Tires, Tubes, Batteries. Fast, efficient service.

Your "peripatetic would-be journalist" editor, so labeled by an amateur columnist for a neighboring newspaper, is rather proud of the appellation. By "walking around," as Aristotle did, he gets down to the real man on the street, the grass-roots, and learns more from them as to what they're thinking than does one who stays in his ivory tower, reading nothing but the professional educator type of literature. Actually, with 41 years' experience launching, owning and editing weekly newspapers, your Moonbeams editor has acquired a little something in the way of properly gauging the sentiment of the general public. Some 10 newspapers started, all going strong with only one exception, makes us feel we know a bit about newspapering.

By this evening everyone will know whether the school bonds carried or not. Regardless of the outcome, we still say a school district can hire more teachers, provide adequate education, at a much

lower cost than by building new classrooms. The ones who profit most are the architects, who get a percentage of the total cost, and why wouldn't they boost that cost as much as the traffic will bear? And why do our students need palaces in which to study? Bronze doorknobs add little to education. And there are plans, for free, at Sacramento, which if used would obviate the necessity for outside architects.

We're chided because we want the schools run on the all-year plan. Our critic says the plan has been tried and found wanting. Apparently he isn't keeping up with the times. The matter of a 12-month school is being activated in many sections of the nation—San Diego is one in California—and the matter is being discussed in newspapers, radio, trade journals—yes, even in school periodicals. The fact is the "modern educators" don't like the idea. Maybe they're zealous of their 39-week working year. Those long vacations are attractive, no doubt.

But if a business institution—a factory, store, a service institution—finds itself a little overburdened with business, does it close up for three months? Wouldn't it increase its hours of business each day, and try to arrange to take care of its demands? Even put on an extra shift? Certainly it would inquire into every avenue available to take care of its responsibilities before it would build new buildings. It certainly wouldn't close up for three months each year.

The fact is, the national economy is changing, and the schools are lagging far behind. The old concept of a three-month vacation is no longer realistic. The youngsters no longer are needed to help with the harvests. So they play all summer, are bored stiff, and there is no longer any excuse for the practice.

Sure, the "progressive educators" don't like the idea. Quite a number of parents don't either, because it affects their vacation plans. But with a pressing need for more engineers and scientists, why shouldn't the educational process be speeded up? We hardly think our students are overburdened with arduous studies. Perhaps a few courses like dancing, abstract art, various "appreciation" courses could be discontinued, and nobody would be any worse off.

Another angle: What's wrong with adding a few hours to the daily routine of the schools. What's wrong with some children going to school say from 7 to 12 a.m., and another segment from 1 to 6 p.m.?

Published every Friday by the Little Publishing Co., Box 446, Boyes Hot Springs, Calif. E. A. Little, the Old Colonel, is editor. \$1.29 per year by mail, pickup free. Low advertising rate. Phone WE 8-4500.

They'd get as many hours of schooling as is now the case, and the school plants wouldn't need new classrooms, for a long time to come.

Added to this is the desirability of having junior high schools, which would take the curse off a big main high school, and give better and much more efficient educational facilities and opportunities to hundreds of pupils, and be more in line with modern standards, which divide the school schedule into six years elementary, three years junior high, and three years senior high. This is current all over the United States—but not (yet) in Sonoma valley.

SEE GREENGRASS for expert advice on all matters pertaining to Real Estate, Insurance. Phone 8-4731. 18340 Sonoma Hwy.

ADOBE DRUG (Ray S. Duer), 417 First St. W., Sonoma. WE 8-2971
Prescription Specialists Veterinary Supplies

Undertaker friend of ours has got to make a delivery this weekend down to Porterville, and he didn't know for sure just where it was and how to get there. We went through the town twice about a month ago, so were able to draw him a good map of the route. It's about a 7-hour drive, and he'll stay overnight, but won't that be a lonesome drive for him?

OUR RESORT, El Verano. Home of draft beer, finest of mixed drinks, home of the Stein Club. Harvey and Melina Francis.

VALLEY OF THE MOON CLEANING PLANT, Hwy. 12 in Boyes.

All work done on premises. Fast service. Pick-up. WE 8-5830.

A woman's idea of keeping a secret is refusing to tell who told it to her.

VALLEY OF THE MOON CIGARS—Union label, handmade right here at home. Superior quality always. Most dealers have 'em.

SLEEPING ROOMS in private home. Clean and quiet. 27 Patten St., Sonoma. Phone WE 8-2553. 6-21

Anxiously awaiting the start of the football season, which will have its highlight, for us, on Saturday, Oct. 5, when Michigan State comes to Berkeley to play University of California. And of course most of you know who we'll be betting on, as a former midwesterner. And we're mighty sure the Staters will be out here again on January 1 for the Rose Bowl.

TODD CONSTRUCTION - ESTIMATING SERVICE. Subdivision Surveying. New location: Boyes Plaza, opposite Woodleaf.

GLEN ELLEN LIQUOR STORE. On Arnold Drive. Fine wines and Liquors. A friendly place, always. "SLIM" WALLACE.

And now a survey, by a Nevada paper, with no apparent excuse for having been started in the first place, has come up with a poll showing that 85 per cent of all women dislike men with beards and

80 per cent of them dislike men wearing those lesser evils, mustaches.

That's what the poll says. It doesn't say "dislike beards or mustaches on men," but dislike men with beards and mustaches. The editor continued: I hadn't realized I was so thoroughly and widely disliked, although fortunately I carry only a mustache and not a full beaver. And anyhow, King George V made me grow it. He had a regulation that officers had to wear mustaches. When I got my first commission I grew my first mustache. It left it on because most of my friends agreed that covering up even that much of my face was helpful.

Getting back to women's dislike for bewhiskered men. It's easy enough to understand if you just give it a moment's thought. Back after World war I, when women first began to chop off their hair, for a long time a man couldn't go into his own favorite barber shop without finding women all over it. Afterward, of course, women shifted from such low social environments as barber shops to the lairs of hair stylists, who seem to be barbers with pink ribbons, or something of the sort.

And look what happened to the bar. Not so many years ago it was a place where a man could go and relax, but not now. Today every bar is full of "cafe society" which is a comprehensive name for the old corner saloon gang both with and without hats. But it didn't stop even there. No more do newspapers, magazines, radio and television spread the glories of regular shaving and the best type of razors to an audience exclusively of men. Not by a long shot. They're after the women trade now.

So it goes all down the line. It seems women just naturally can't stand it to see their men indulging in anything the women can't bust into and clutter up.

Hence, their overwhelming opposition to beards and mustaches. Raising those is the only thing left that men can do and women can't even try to do. They can't take away our ability to do it, but they sure are determined to gang up on us and make us unpopular if we exercise that ability. O well, they're nice to have around, so if shaving our mugs makes them happier by not reminding them of what we can do that they can't, why not humor 'em?

R and T SHOP, 412 First St. East, Sonoma. Used tools of every sort. Some furniture. Saw filing and sharpening by machine.

BOYES SPRINGS FOOD CENTER. Weather changes indicate meal changes. We've got everything! at mighty low prices.